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Fotoware Feature Overview

An easy-to-read guide through the main capabilities and features

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Content

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Introduction

Whether you're in retail, energy, entertainment, or somewhere completely different, chances are you need to manage digital assets, ranging from logos & graphics to images & videos.

At Fotoware, we've worked with organizations across industries to help them establish scalable structures and streamline content workflows, ensuring full control and high speed.

In this guide, we'll take you through some of the main capabilities and features that are available in the Fotoware product suite.

Please visit www.fotoware.com for more information on our company, products, and services.

The importance of metadata

Before we dig into the capabilities and features, let's first acknowledge the importance of metadata. If you're unfamiliar with this term, metadata is data about data, and is a central aspect of content operations.

By taking advantage of metadata, files become easier to locate and manage, ensuring that content is sorted based on its actual properties. It's also helpful in keeping control of content items since it stores all necessary information together with the actual file.

In short, metadata enables organizations to efficiently organize massive amounts of digital assets in a manner that ensures control and flexibility.
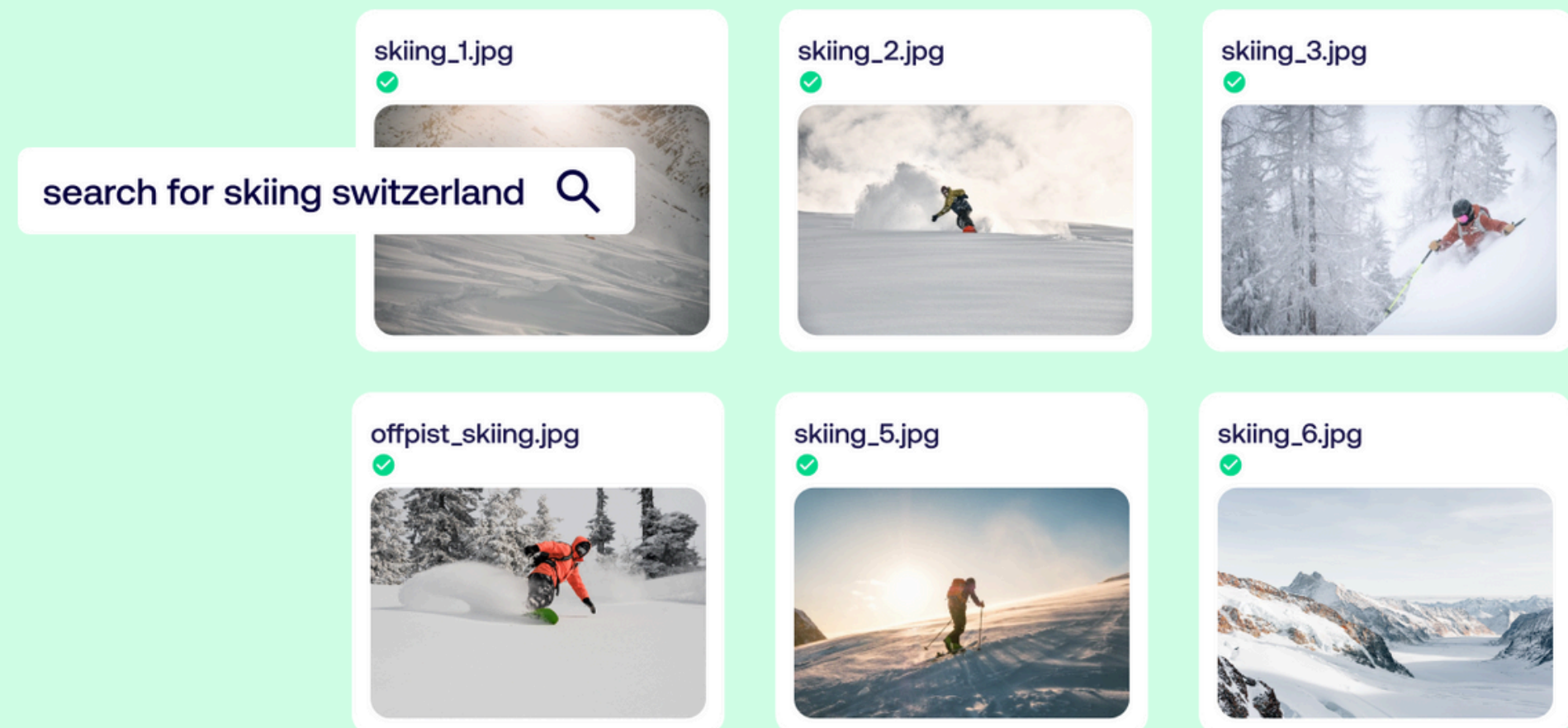
Read more:

Metadata management

What it is and why it matters

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Main capabilities

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Search and filter

Enable stakeholders to easily find what they're looking for with dynamic search and filtering. Create order out of chaos with customized taxonomies and pre-set searches, allowing for an intuitive user experience.

With role-based access control, you can easily ensure that people only see the assets they're supposed to and won't need to ask around to find specific files. For example, you can allow the marketing team to view and download everything, while showing only a collection of assets to people working in business development.

skiing_1.jpg

skiing_2.jpg

skiing_3.jpg

search for skiing switzerland

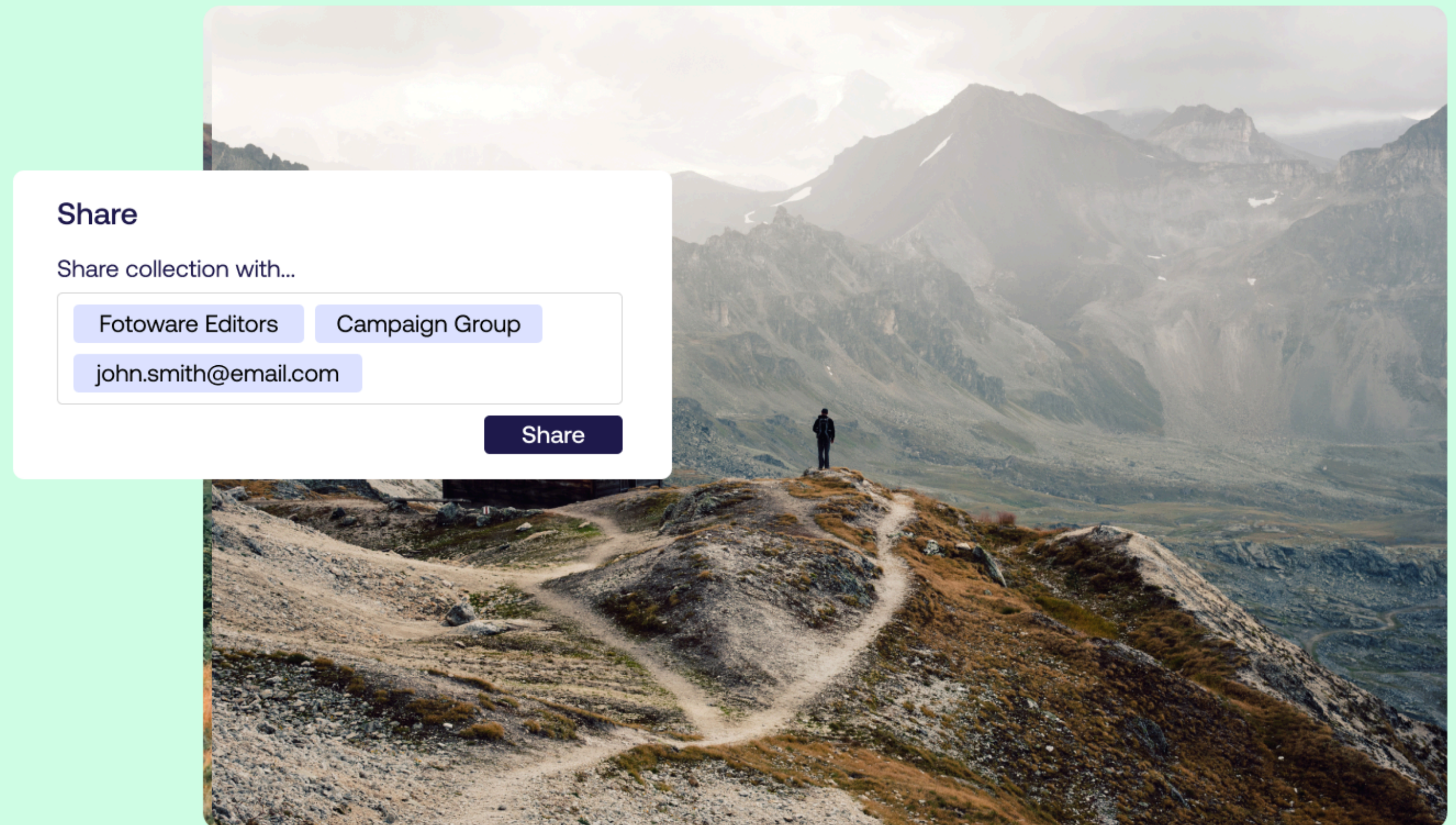offpist_skiing.jpg

skiing_5.jpg

skiing_6.jpg

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Share and export

Easily create collections based on metadata and share them with specific individuals or teams with just one click.

You can also export files to third-party platforms through integrations or by generating a URL or HTML that links to the asset in question.

Share

Share collection with...

Fotoware Editors   Campaign Group

john.smith@email.com

Share

Brand portals

🌐 **Public archive**

🔍 **search** for mountain

snow_skiing.jpg

randonee.jpg

snowboard.jpg

klosters_resort.jpg

downhill_skiing.jpg

swiss_alps.jpg

offpist.jpg

offpist.jpg

Create closed or public brand portals to share your files with the outside world – or external stakeholders with a login.

You can also integrate with third-party brand management tools, like Smint.io, to enhance your portals further.

Read more:

How the Norwegian Directorate for Cultural Heritage makes digital assets available to the public.

Interactive markers

offpist_skiing.jpg

mountain_skiing.jpg

Effectively mark digital assets based on their properties, making it easy for users to see what applies to which files at a glance. For example, a marker can illustrate whether an asset is approved, expired, publicly available, or needs revision – whatever suits your organization.

Markers are automatically updated to match specific and pre-determined metadata criteria, meaning that when the data changes, the thumbnails update accordingly.
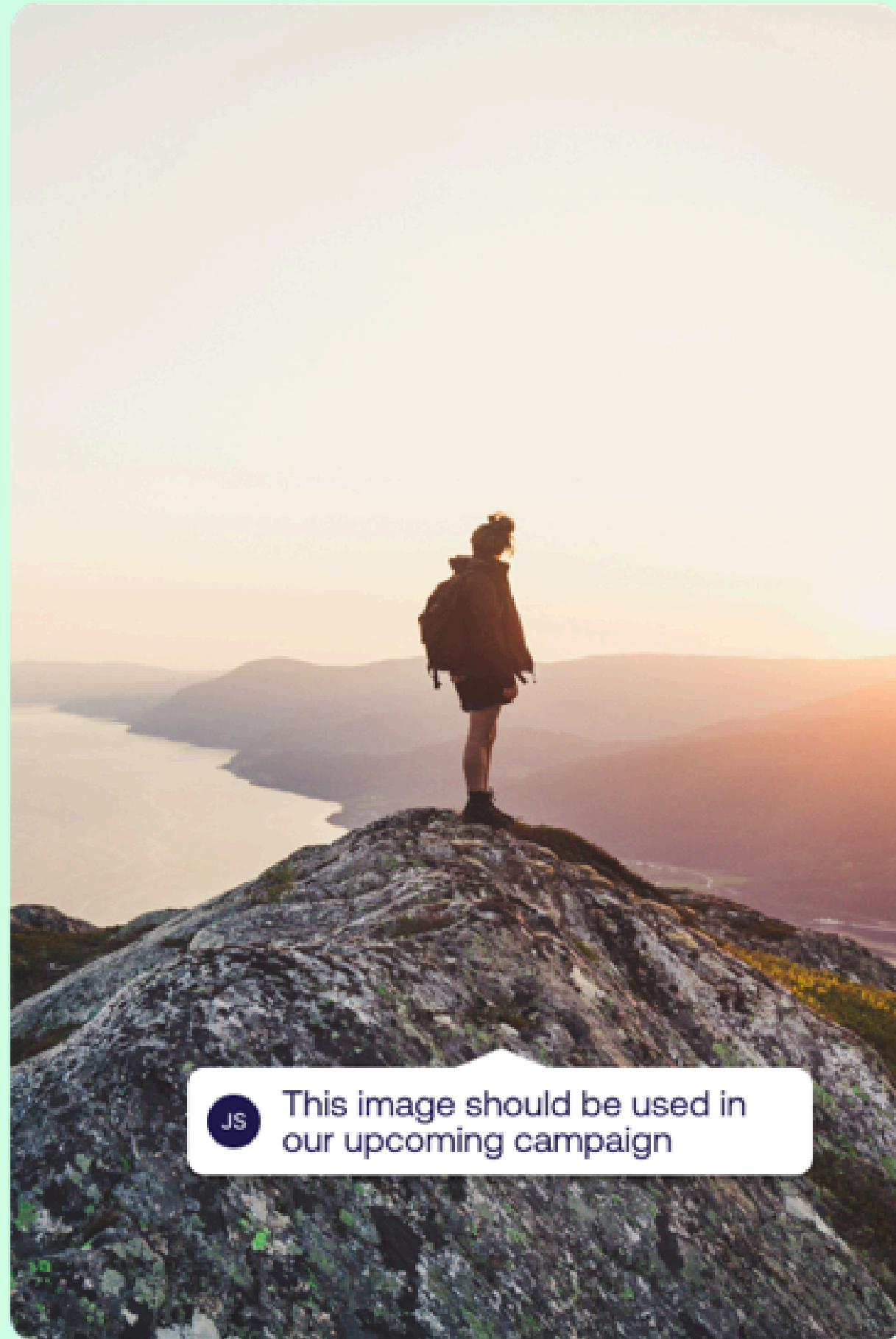
Notes and annotations

Collaborate directly on the assets with notes and annotations, making it easy to communicate information concerning the file in question.

Omnichannel content delivery

Seamlessly distribute content and data via connectors and custom integrations.

Typical integrations include Content Management Systems, design & presentation tools, Data Management Systems, and industry-specific software.

Take advantage of the open API and make your DAM the core of your content ecosystem.

Read more:

[DAM and CMS – how do they differ?](link)

Relational and hierarchical metadata

Build connections between your content items with relational metadata, ensuring that related files are always readily available.

With Fotoware, you can build advanced metadata structures that are optimized and configured for your organization's needs. These structures allow for efficient data population and optimization of digital collections.

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Workflows and business rules

Streamline metadata management with automated workflows and business rules.

By building customized workflows, you can easily update large batches of files with the correct data based on their properties. This will offer greater control of digital content and make the job of tagging much easier.

Read more:

[How to work faster with metadata-driven workflows](#)

Apply data

Photographer: John Smith

General informations

CC by: John Smith Photos
Created date: 10.03.2024
Type of item: Professional photography
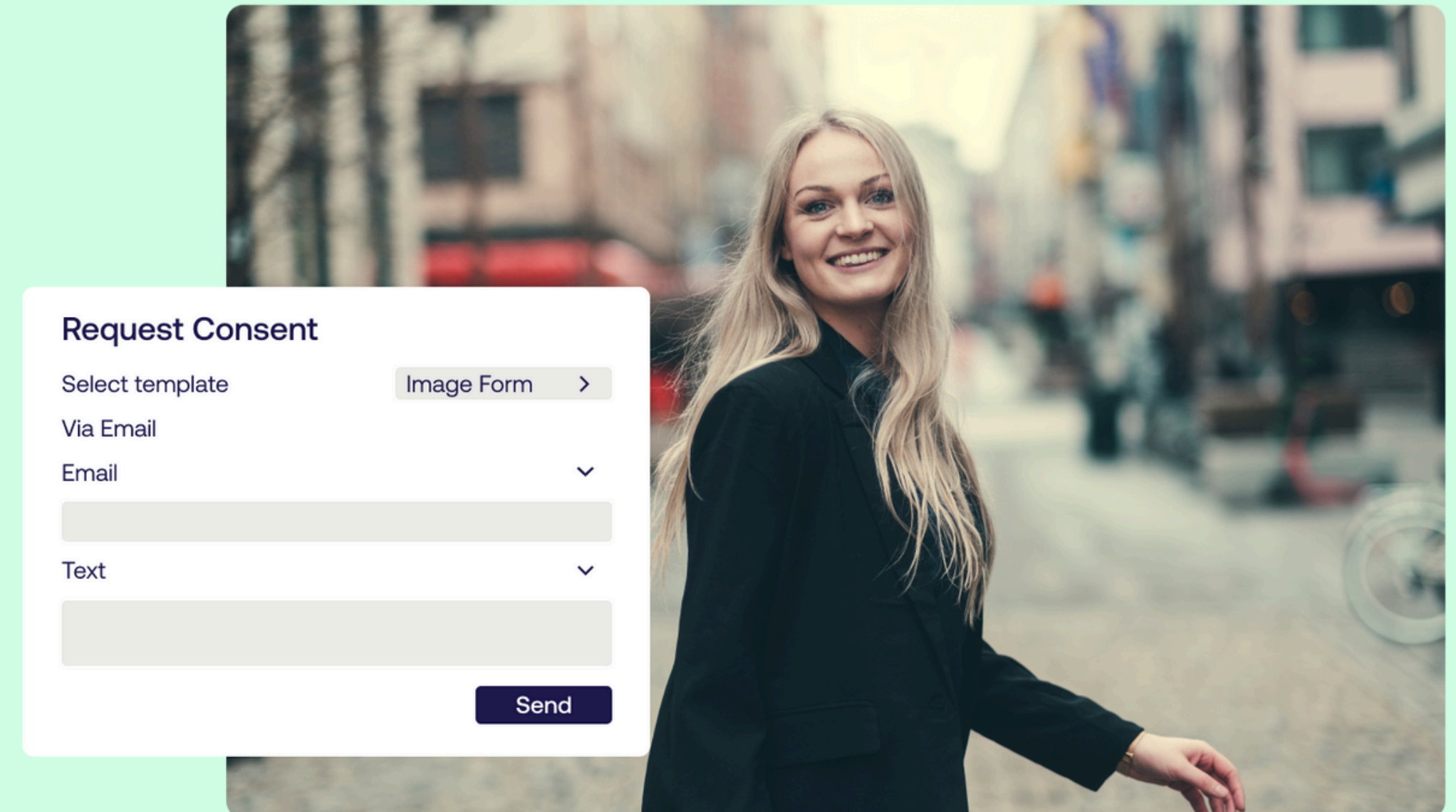Camera model: Canon EOS 5D Mark III
Load more...

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Consent Management

Always stay on top of GDPR and other privacy regulations with the built-in Consent Management tool.

Create consent forms and link them to digital assets for full control of image consent.

The linked images will update automatically once someone gives or revokes their consent, offering full transparency to everyone using the system and allowing them to see what has been consented to easily.
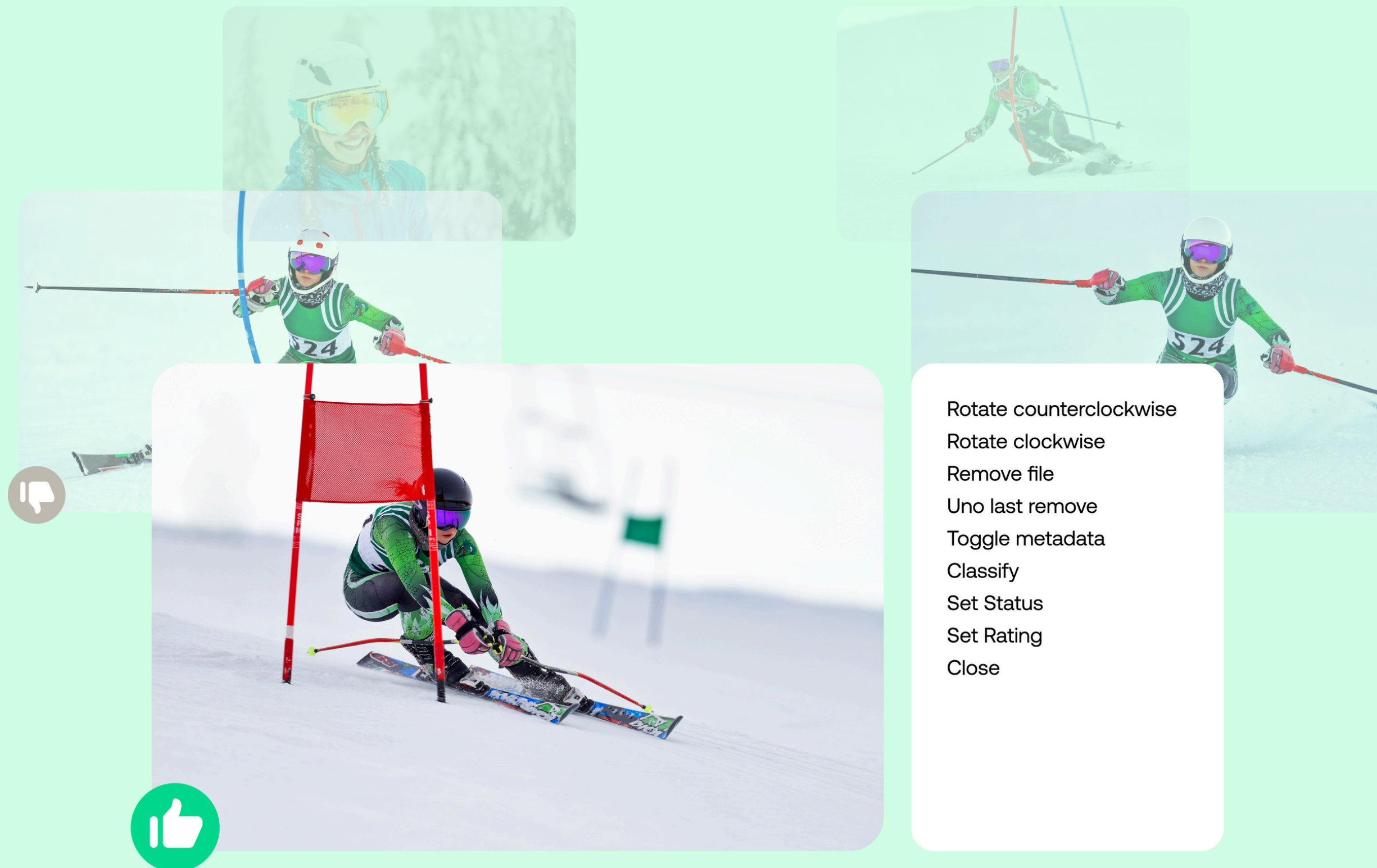
Request Consent

Select template   Image Form   >
Via Email
Email   ˅

Text   ˅

Send

Read more:

How to collect and manage image consent forms in Fotoware

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Culling and selection

Rotate counterclockwise
Rotate clockwise
Remove file
Uno last remove
Toggle metadata
Classify
Set Status
Set Rating
Close

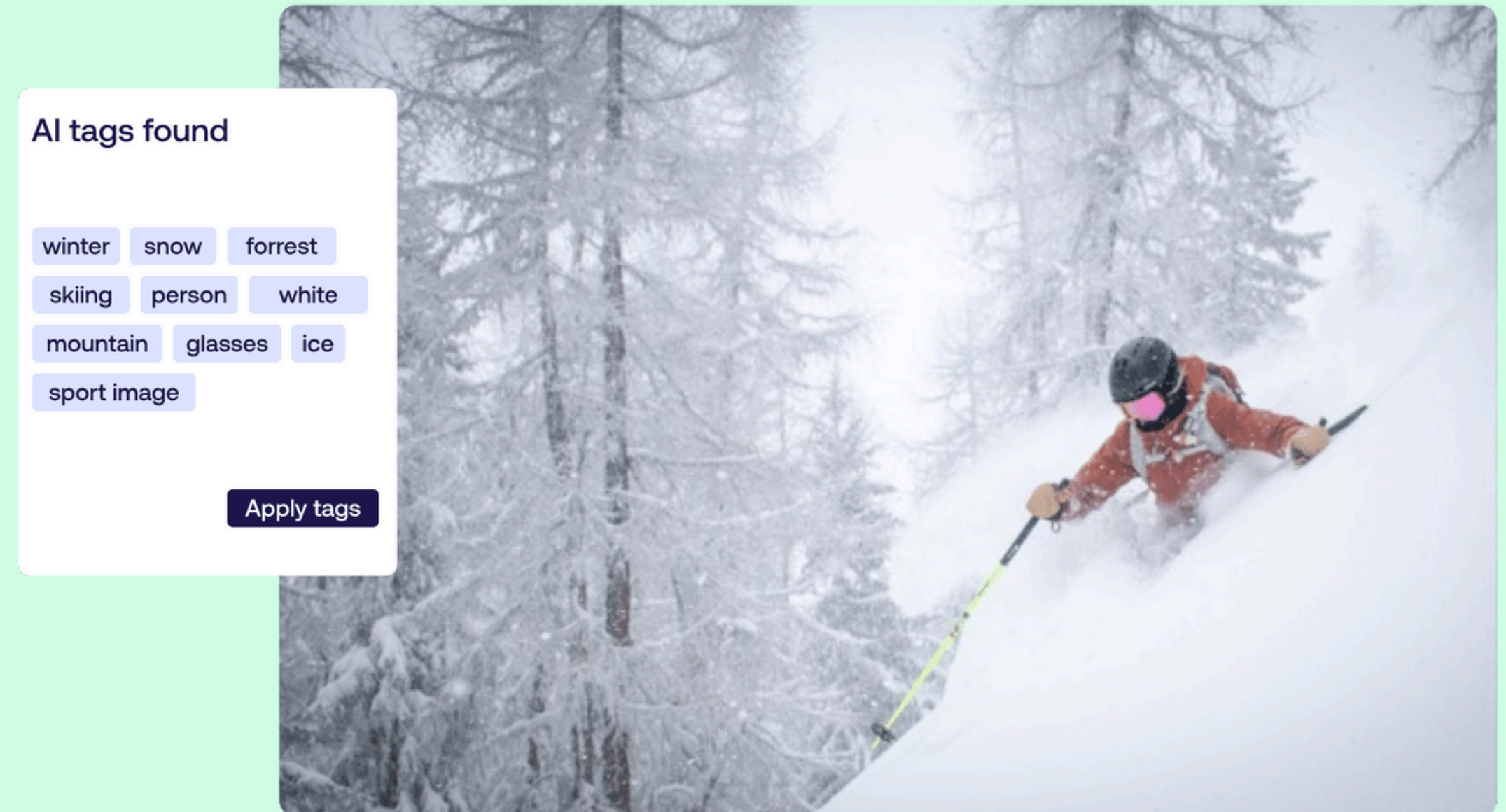Select and store only the best visuals using metadata-driven culling and selection tools.

Scroll through and compare large batches of digital assets and effectively approve or reject them before, during, or after ingestion.

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Auto-tagging

Take advantage of Artificial Intelligence (AI) and automate the metadata population of your assets.

The feature can generate several forms of metadata, including keywords, descriptions, object recognition, optical character recognition (OCR), and the number of people featured. It's available in multiple languages, and you can adjust the requirements for certainty.

AI tags found

winter snow forrest
skiing person white
mountain glasses ice
sport image

Apply tags

Learn more:

How to leverage AI for Digital Asset Management with auto-tagging
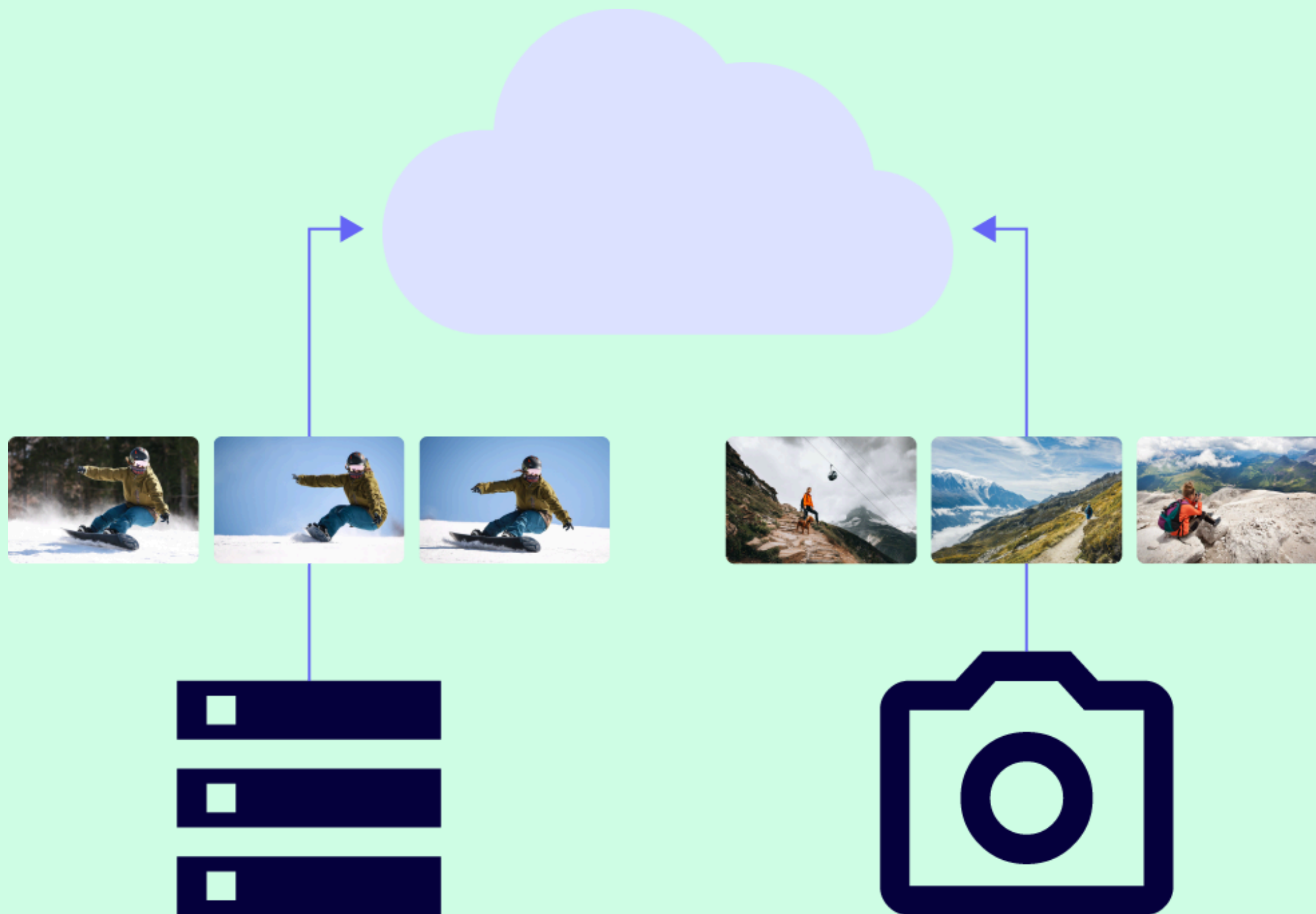
Mobile app

Upload, access, and share files on-the-go with the Fotoware mobile app.

The app comes with standard DAM functionality, and allows users to add or edit metadata, manage consent forms, and share collections directly from their mobile device.

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FTP Upload

Upload and transfer files directly from local units and servers to your Fotoware solution using File Transfer Protocol (FTP).

With FTP upload functionality, you can ensure seamless processes and eliminate several manual tasks thanks to predetermined business rules.

![Fotoware]

Security and SSO

You can store your entire solution in Microsoft Azure and make sure that the software is up to date with every security measure implemented by Microsoft.

When stored in Azure, your data is spread across multiple data centers, minimizing the risks of compromised hardware. You also have the option to limit which countries your data is stored in to stay compliant with internal security requirements.

With Single-Sign-On (SSO), you can allow for more effective use of the system while still ensuring top-level security.

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Activity Exports

Log activities performed in your DAM solution, from searches and downloads to metadata changes.

The highly configurable feature offers vast amounts of raw data that can be analyzed with any business intelligence tool that supports .CSV Files
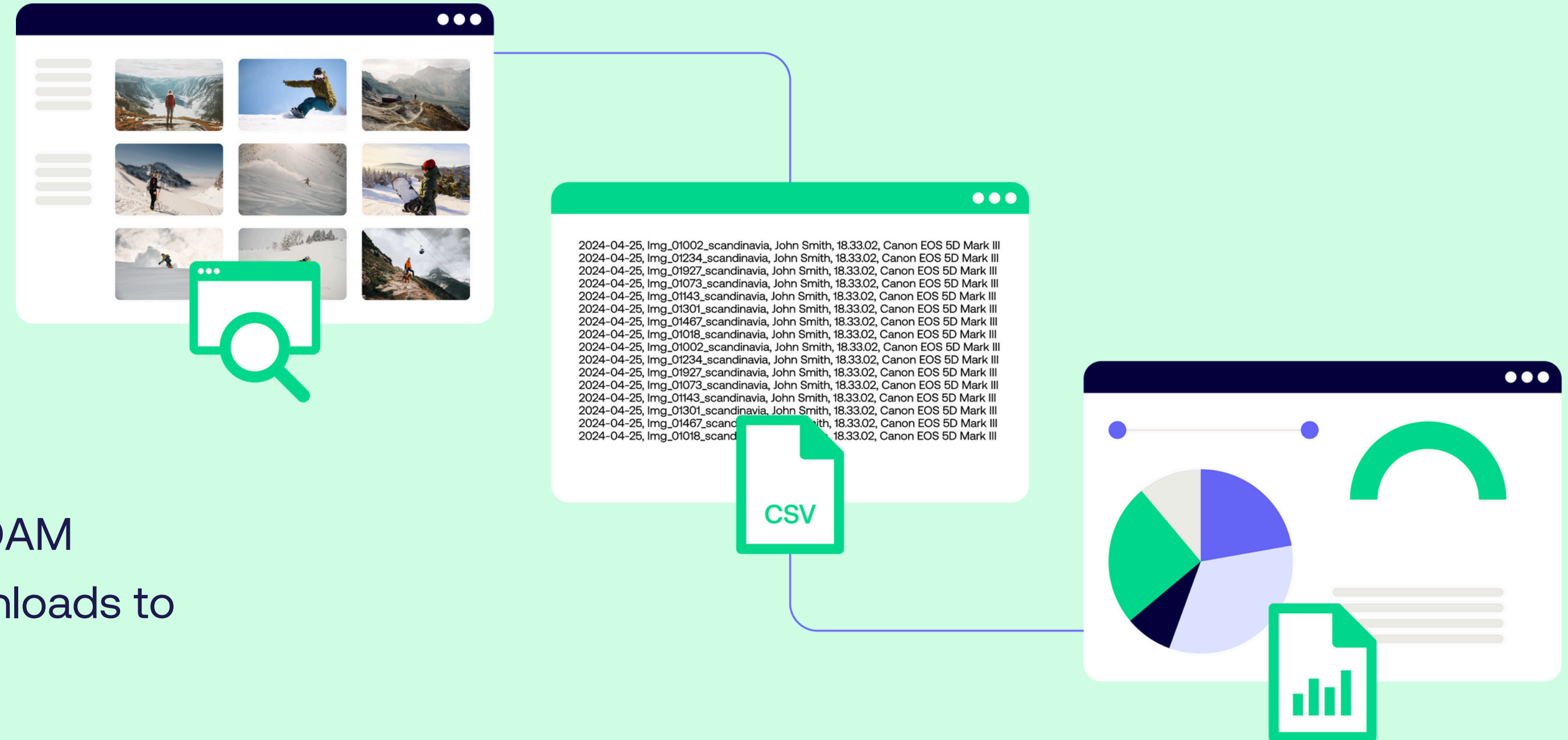
Read more:

[Activity Exports – Track and analyze to maximize DAM benefits.](#)

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In-house consultancy and support

Our professional services team consists of DAM experts with decades of experience who can help you accelerate implementation, optimize your configuration, and maximize the value of your solution.

Deployment options

Fotoware offers several deployment options depending on your needs.

From fully cloud-based to locally stored on-premises systems, we find the best solution for your organization.

No matter what you choose, we're committed to providing you with the flexibility and support needed to manage digital assets with confidence.

Read more:

[SaaS vs. On-premises – what system to choose.](#)

Want to learn more?

Would you like to see how these and other features,
can benefit your organization?

Book a meeting with one of our experts to discover
how Fotoware can help you streamline content workflows
and ensure full control of digital assets.

Book a meeting

www.fotoware.com

Some of our customers